



Phalanx Resources

Business Developers

in conjunction with



“Opportunity Scanning and Operational Capability”

Workshop: TUESDAY 26th AUGUST 2008

including Industry Case Studies presented by Henselite and Wilpak

With the growth in a global economy and seemingly unlimited export potential and limited company resources (time, expertise and finances), we discuss the key elements necessary to enable your business to enter and succeed in international markets.

Presenters

Henselite

In 1930, Raymond W. Hensell introduction of the Plastic Bowl into the Sport of Lawn Bowls. Since then Henselite has become the World Leaders in Bowls Manufacture and Technology.

It has been incumbent on the Hensell Family (now in the 3rd and 4th generation) to continue the quest for excellence required to continually improve the quality of the Henselite Product and to ensure that its position in the market place in the 21st Century, can be passed on to future generations.

Henselite has won 3 Australian Export Awards and been honored by inducting into the Helms Foundation Hall of Fame in the U.S.A. for outstanding achievement in Lawn Bowls.

Wilpak

Wilpak Group manufactures and distributes the Insulcap products for use in transport.

Insulcap is a highly efficient, cost effective and versatile material that can be used to protect temperature sensitive products during transport and shipping. Insulcap products work by harnessing the power of the air by reflecting damaging and harmful solar rays.

Wilpak also operate a Specialised Facility Management business in the Asbestos, Waste Handling and Project Management services sectors. Wilpak provide a range of professional services to the building, civil and engineering infrastructure industries within Australia.



Please complete the expression of interest return slip on the back page of this brochure to ensure your participation.

Places limited to 30 participants

Phalanx Resources Associates are specialists in working with local manufacturing enterprises to help them grow their businesses and develop export markets.

Workshop Details

This special NORTH Link/NIETL workshop will cover:

Opportunity Scanning

- Why Export?
- Assessing your businesses "export readiness"
- Understanding and segmentation of the International Market
- Preparing your Product
- Protecting IP and legal issues
- International Competitiveness
- Financing and payment
- Which distribution model – Direct, Indirect, Agent, JV,

Matching business activity with your business aspirations

- Understanding your business intent and yourself
- Understanding your landscape
- Understanding your value proposition
- Understanding your company
- Understanding and developing your strategy

- Business Logistics & Freight Forwarding
- Management Commitment
- Developing an export plan
- Production Capacity, specifications and quality
- Product Branding
- Operational structure
- Finding Assistance (Government & other)

Agenda

8:30 – 10:00 am	<p>Strategy and Operational Capability James Streeton-Cook Industry Case Study - presented by <i>Henselite</i></p> <p>Opportunity Scanning Mike Anderson Industry Case Study - presented by <i>Wilpak</i></p>
10:00 - 10:30 am	<i>Morning Tea</i>
Venue:	La Trobe Technology Enterprise Centre La Trobe R & D Park 2 Research Ave BUNDOORA 3083

The Facilitators

James Streeton-Cook

James has nearly 20 years of accomplishments in new product development and commercialisation. He has led numerous product development teams in a range of sectors and is an expert in new product planning. His passion for innovation and strategy is backed up with a strong quality methodology, real world project management experience and production expertise.

James has used his specialisation in strategic planning, innovation and branding to lead organisations to many industry awards and he understands from firsthand experience what it takes to be a leader in your field.

Mike Anderson

Mike has extensive experience in marketing and international business development. Mike specialises in international business development which includes desktop and in-market research, development of market entry strategies, strategic alliance profiling, business planning and distributor negotiations. He has undertaken client projects in the Middle East, South East Asia, North America, South Africa, the Pacific Islands, the UK and North America.

Mike is currently the Victorian Vice President of the Australia Malaysia Business Council and the Victorian Deputy Chair of the Australia Arab Chamber of Commerce and Industry.

Expression of Interest Return Slip

Return by fax (03) 9467 8310 or email d.redmond@latrobe.edu.au by 23rd August 2008.

NORTH Link/NIETL: "Opportunity Scanning and Operational Capability"

Please Print

Name:			
Position:			
Organisation:			
Address:			
Phone:		Fax:	
Email:			